

Working Together to Create a **World-Class Workforce**

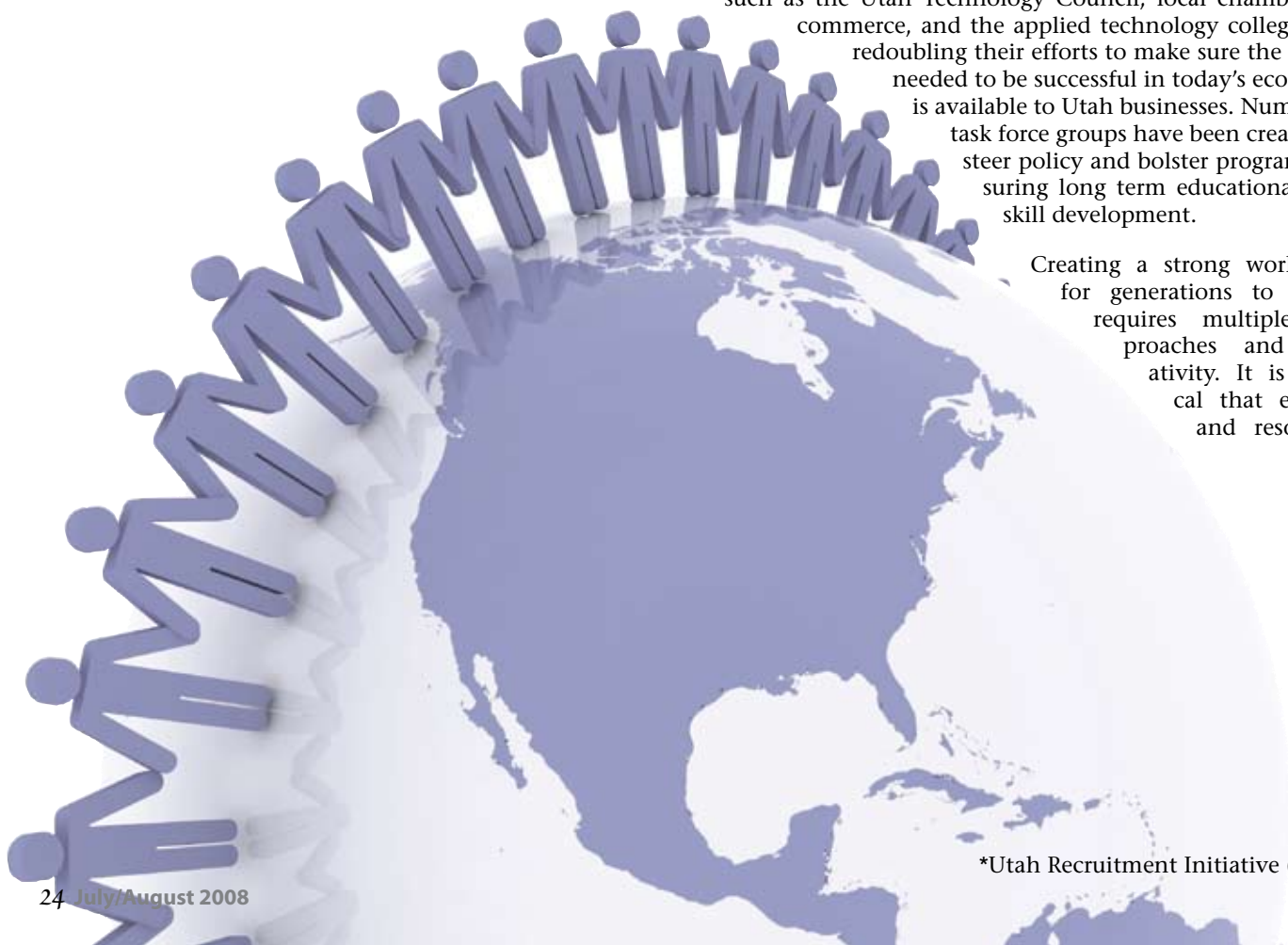
Creating a strong workforce
for generations to
come requires multiple
approaches and creativity.

Speak to any business leader or economic development professional in the state, and the consensus is in: workforce development is one of the top economic development concerns in Utah. Nationally, the recruitment of top talent continues to remain strong.

Talent recruitment, talent retention and creating talent have become a few of several buzz words used to highlight this new focus. "Capturing the Creative Class" was recently featured in national trade magazine, *Business Facilities*. "Who Will Lead" was a feature story in the March 2008 issue of *Utah CEO* magazine. "Weathering the Perfect Storm, Utah's Tight Job Market Creates Turbulent Times for Needy Employers" recently ran in *Utah Business* magazine.

Today, many economic development groups including public, private, non-profit, and educational organizations that used to have as their major goal the creation of jobs and the attraction of capital are now shifting their focus to assure that qualified workers with the correct skill sets are readily available to fill positions, already created, that are essential to providing long-term economic growth. The Governor's Office of Economic Development (GOED), The Department of Workforce Services (DWS), and other groups such as the Utah Technology Council, local chambers of commerce, and the applied technology colleges are redoubling their efforts to make sure the talent needed to be successful in today's economy is available to Utah businesses. Numerous task force groups have been created to steer policy and bolster programs assuring long term educational and skill development.

Creating a strong workforce for generations to come requires multiple approaches and creativity. It is critical that energy and resources





UtahWorksForYou.com encourages workforce talent to submit a resume or apply for a position listed through one of our partners' sites such as jobs.utah.gov.

be dedicated to the educational pipeline that feeds into our economy. Students need to be attracted to the many high-growth industries which need a well-trained workforce, such as the aerospace industry and the composite materials industry that have seen unprecedented growth in our state over the last few years.

Just as we focus on refining what comes out of our educational pipeline, Utah companies are also working hard at recruiting individuals with the specific skill sets needed for their company's success today. Even in a slowing economy, Utah's unemployment rate of 3.1 percent still signals a need to actively hire workers in all fields. Utah's job growth rate of 2 percent compares favorably with the national average of .3 percent. Utah's economy is still growing, and the need to recruit quality talent continues to be more important than ever.

The necessity for all stakeholders to work together is greater today than it has ever been if Utah is going to continue to train and attract a highly skilled workforce to our state. The Department of Workforce Services has the largest database of available jobs in the state and has the ability to go out on the web and find potential applicants from all over the country to fill all types of positions,

skilled or unskilled. Other groups such as the tourism office in the Governor's Office of Economic Development have promotional material and resources essential in attracting individuals to Utah's unparalleled quality of life.

Groups such as the Utah Technology Council and chambers of commerce have special connections with companies with specific workforce needs; and other groups, such as the applied technology colleges have resources to develop curriculum specific to positions that need to be filled today. Leveraging one another's resources and creating synergies as we work together will continue to be the key in strengthening Utah's economy and talent pipeline. Utah industry, along with government assistance, can continue to lead the nation if we do everything possible to recruit a quality workforce with every tool available.

Utah has the greatest workforce in the country, and as we work together, we can ensure that Utah's economy stays strong and dynamic for years to come. ①